



July 11, 1995

JIM MERUSI
Chain Accounts Manager

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TO: Boston ROU
NY Metro ROU
Hartford ROU

For dissemination to appropriate Reps & Managers

RE: STORE 24
CID #0949-00-00

Ladies & Gentlemen:

Effective July 1, 1995, Store 24 has eliminated all RJR displays from their stores. Stores have been notified to remove displays and in-store signage and return them to their Corporate warehouse for RJR to pickup.

All contracts will be ended effective June 30, 1995 in SIS by this office. No action on your part is required relative to contract administration.

Forsyth Tobacco's Legend display will remain in its current location and Store 24 will continue to promote this private label brand. Please continue to work this brand relative to advertising, price communication and stock levels as you have in the past.

Should any changes occur relative to the above, I will notify you ASAP.

Sincerely,

J. L. Merusi

JLM/sec

DM	T&D	REP
1224	✓	04, 03, 11
1225	✓	03, 11, 11
1226		
1229		3, 6, 13
1230		
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

51855 1189

"We work for smokers."